WOT_Social_Design Guide

















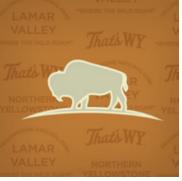


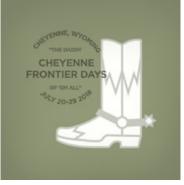














WOT Campaign Photography

- Imagery from WOT library used to support all posts

Copy on colored backgrounds and images

- Copy driven posts on colored backgrounds and images used to highlight events, holidays, ask questions for followers to answer, and share content video quotes.

Motion

- Still image animations and clips from existing footage used to support all posts

Illustrations

- Illustrations with featured graphics and information to highlight events, holidays, locations and themes.

Above posts are for reference only

Copy on colored backgrounds and images

- Copy + image pairing examples

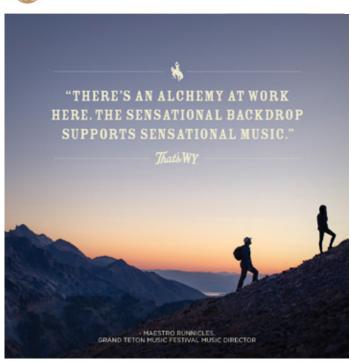


visitwyoming This premier cultural event features music, cuisine, wine, internationally acclaimed artists, and a landscape worthy of a frame. #ThatsWy





visitwyoming Why do you love Cheyenne Frontier Days? Tell us below. #ThatsWy



visitwyoming



visitwyoming At Grand Teton Music Festival, the landscape is just as inspiring as the performance. Treat your eyes and ears July 3 – Aug 18. #ThatsWy





That's WY

1,061 likes

visitwyoming Inspire others to get out there on Earth Day by sharing your photos and ideas. #ThatsWy

1,061 likes

Overall Look

